

Jefferson County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 18	N = 3,753
Percent of Statewide Calls	0.6%	100.0%
Percent of State Population in County¹	0.4%	100.0%

	County %	State %
Gender	N = 17	N = 3,291
Female	35.3%	61.0%
Male	64.7%	39.0%
Race/Ethnicity	N = 17	N = 2,816
People of Color	17.6%	13.9%
White	82.4%	86.1%
Age	N = 17	N = 2,956
Less than 18 years old	11.8%	2.7%
18 - 24 years old	17.6%	14.4%
25 - 34 years old	11.8%	21.8%
35 - 44 years old	17.6%	25.9%
45 years and older	41.2%	35.1%
Education	N = 15	N = 2,860
Did not graduate high school	20.0%	18.4%
High school graduate	40.0%	33.3%
Some college/vocational school	40.0%	34.9%
College graduate	0.0%	13.5%
Caller Type	N = 18	N = 3,367
General Information	0.0%	11.2%
Health care provider	5.6%	2.9%
Tobacco user	94.4%	85.9%
Payer Type	N = 14	N = 2,129
Insured	42.9%	41.5%
Uninsured	42.9%	24.9%
Medicaid	14.3%	33.5%
Heard About	N = 17	N = 2,888
Past caller	17.6%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	5.9%	21.8%
Television	5.9%	18.4%
Outdoor advertisement (billboard/bus/wall)	11.8%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	5.9%	2.2%
Brochure/Newsletter	5.9%	6.2%
Family or friend	41.2%	17.9%
Health Department	5.9%	2.9%
School	0.0%	0.9%